RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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October 16, 1996

RJR Account #«SIS»
«NAME»
«ACCOUNT»

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear «GREETING»:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as **«SKUS»** skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-22268	«STYLE1»	12300-16612	«STYLE2»
Full Flavor 100	12300-22267	«STYLE1»	12300-15312	«STYLE2»
Light Kg	12300-22263	«STYLE1»	12300-15112	«STYLE2»
Light 100	12300-22264	«STYLE1»	12300-15212	«STYLE2»

«PO»

Product / Premium Arrival:	November «SHIPDATE», 1996
Ship Date to Retail:	Week of: November 25, 1996
SKU CUBE :	1.0400
SKU WT (w/o Product):	4.0000 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$«EFT»
Non-EFT $ Amount:	$«NONEFT»

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Source: https://www.industrydocuments.ucsf.edu/docs/kfpm0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfpm0000